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ABSTRACT

This booklet explains the benefits that college students can gain by participating in a cooperative education program. The following topics are covered in the individual sections of the guide: the positive effects that work experience gained in a cooperative education program can have on a student's college studies and career development, the ways in which cooperative education leads to careers, the effect of cooperative education on personal development and academic performance, ways in which cooperative education is organized to fit in with college programs, cooperative education options offered by different colleges, steps in getting involved in a cooperative education assignment, ways of getting the most out of a cooperative education experience, opportunities to match interests and job opportunities in cooperative education programs, and ways of finding out which colleges and universities are involved in cooperative education programs. (MN)

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Cooperative Education

ED293993

National Commission for Cooperative Education

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National Commission for Cooperative Education

Thank you for your interest in cooperative education. You will be well rewarded for the few moments taken to learn about this superior form of education.

Cooperative education, introduced in 1906, can be defined in part as a process of education which formally integrates a student's academic and/or career interests with productive work experiences in cooperating employer organizations. Through this interaction, students enhance their academic knowledge, persist in the continuation of their education, and improve their personal and professional development. The teaching faculty, cooperative education coordinators, and the employing supervisors all share in the intellectual and personal development of the student. The resulting effect is remarkably synergistic, with all of the parties benefiting from the collaborative effort.

Today, in nearly 900 public and private colleges and universities nationwide, approximately 200,000 students are enrolled in cooperative education. And an estimated 50,000 employers--large and small--participate in these programs.

At a time when college potential students cannot afford the increasing costs of higher education, cooperative education provides a solution. Through paid work experience, the cooperative plan not only makes a college education affordable, but prepares students for existing and future jobs and enables them to make informed career choices. Of perhaps even greater importance, is the fact that exposure to the working world, through cooperative education, helps to acculturate young adults to mature values and responsibilities by developing a sense of participation and contribution beyond school or college. In a way, the cooperative plan formalizes in education the American tradition of self-help--people working their way through college, doing it on their own, entering a free enterprise economy with skills, determination, and experience.

We welcome you to explore, through these pages, this exciting and important opportunity.

Cordially,

Ralph C. Porter

Ralph C. Porter
President

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Cooperative Education Puts Experience To Work For Your College Studies And Career Development

Cooperative education is a learning experience that is tailor-made for today's college students.

Simply described, Co-op allows you to alternate work assignments with college studies over the course of your collegiate program.

It gives you the opportunity to test your career interests in jobs generally related to the field of study you are pursuing in college. And, you usually are paid for the experience you gain on the job.

College studies and work assignments connect to produce an overall learning experience that gives meaning to your academic programs and direction to your career development.

To take advantage of Co-op, explore the programs available to determine which one is best tailored to your interests.

This booklet is designed to help in your exploration. By no means does it exhaust all of the questions or supply all of the responses. By filling out the return card on the last page we will send you a publication containing the names and locations of colleges with co-op programs throughout the United States.

Any unanswered questions should be posed directly to the college or colleges of your choice. In most cases, you can contact either the admissions or cooperative education departments for specific information.

How Does Co-op Lead To Careers?

For many students, the question that lingers throughout college is, "Where is this all leading?" In that context, you might ask:

- How does Co-op prepare you for a career after graduation?
- What percentage of students remain with their Co-op employers once they graduate?
- What percentage of students find full-time positions in careers related to their Co-op experience?
- Are starting salaries for graduates of Co-op programs any higher than for those from traditional college programs?
- How well do Co-op students fare in their full-time employment? Do they advance on a greater or equal pace with others?
- Does Co-op have any bearing on continuing graduate or professional studies?
- What are the advantages of Co-op participation for employers?

Co-op Is The Ultimate In Personal And Career Development

The purpose of your education is to lead you into a productive life. A career of your choice. The work that will command so much of your time in life ought to be as satisfying and rewarding as you can make it.

For many students, the closing months of college are fraught with anxious times, concerns about career job placements, considerations about graduate study or professional school.

Co-op removes much uncertainty. It gives your learning direction and meaning, purpose and fulfillment.

As Co-op students approach graduation, they move on a path well charted. They know where they're going and why.

For some Co-op students, it is a continuous route. For example, 40% continue working for their Co-op employer after graduation. Another 40% find employment in fields directly related to their Co-op assignments. And approximately 15% enroll in graduate or professional programs in law, medicine, dental medicine or veterinary medicine. Not much uncertainty in those figures.

Based on their experience, Co-op graduates usually command a higher starting salary than their counterparts from traditional programs. And they move more rapidly up the career ladder, receiving merit raises and promotions more frequently than their non Co-op associates.

Co-op graduates also remain with their employers longer than others, based no doubt on clear-minded decisions at the outset.

Indeed, for employers, participation in cooperative education has proved to be highly advantageous in terms of both human and cost-effective factors.

One of the more compelling reasons for employer participation is the opportunity it provides to effectively screen, select and recruit students for permanent positions. It represents a non-threatening environment in which to make a match or prevent a mismatch. Students have the chance to look over career possibilities and employers have a chance to evaluate students without making any long-term commitment on full-time positions.

How Does Co-op Influence Your Personal And Career Development and Your Academic Performance?

Co-op can have a profound impact on your personal growth during your college years. Therefore, many students want to know:

- Is there a relationship between what you learn in class and what you do in Co-op?
- How does Co-op influence your individual growth?
- What impact does Co-op have on your college studies and on your attitudes about academic work?

Co-op Is An Experience That Is Valued For Individual Growth And Enhanced Learning

Co-op has a profound effect on the way your learning takes place. It is interactive and reinforcing. You start to make sense of what you've learned in college because either in principle or practice you're putting it to the test of a real job. The added ingredient is experience. And whatever the experience, Co-op is highly regarded as a valued educational enterprise.

No matter how routine or demanding your Co-op job, learning is a constant. You'll become more self-reliant as you take the initiative for more responsibilities. You'll become more self-confident as your performance is praised and rewarded. You'll become more independent as you learn to live on your own. It is a maturing process that takes hold on the job and is upheld in the classroom.

The interconnections build as you assume greater responsibilities in Co-op and pursue higher challenges in college. Studies have more relevance and consequently more meaning. Co-op assignments become more demanding and consequently more gratifying.

When you return to campus, you'll find yourself more eager and enthusiastic because you understand how knowledge is transferred from books and lectures to working assignments and commitments. You will be truly educated in how to think and how to act on your thinking.

How Is Co-op Organized To Fit In With Your College Programs?

How is Co-op incorporated in the academic programs and campus life of the college you may be interested in attending? Here are some questions that relate to how Co-op is organized:

- How do you get involved in a Co-op program?
- How much time do you spend on job assignments and in class before you graduate?
- Is Co-op required for all programs of study, or is it required in certain major fields of study and not others?
- Is Co-op available even though it is not required?
- Is Co-op offered as part of the course of study of interest to you?
- Do Co-op assignments carry academic credit? Is tuition required for students on Co-op?
- Is Co-op limited to any age group?
- What effect does Co-op have on participation in intercollegiate athletics, intramurals and extra-curricular activities?
- Can you remain a residential student during the time you are on Co-op?

The Co-op Options Offered By Co-op Colleges

From its beginnings at the University of Cincinnati in 1906, cooperative education is now offered in one version or another by 1,000 colleges and universities around the country.

It is found mostly in four-year and two-year college programs but also in a limited number of five-year programs.

There is a place for Co-op regardless of what academic field you pursue. It is equally valid for literature and philosophy as it is for engineering, for political science and history as for business administration, for biology and chemistry as for computer science, for physics and languages as for pharmacy and allied health. When you inquire about college ask if Co-op is offered in the academic areas of interest to you.

Most of the four-year colleges provide Co-op on an optional basis, making provisions for you to spend two or three semesters or quarters in work assignments over the course of your regular academic program.

Community colleges participating in Co-op generally offer parallel programs with part of the day spent in class and part on a work assignment.

Several of the major Co-op institutions offer five-year programs with cooperative education required as part of your curriculum. In this arrangement, you are either on campus or on Co-op alternating year-round. You will spend three to six months at a time alternating between college and Co-op. You graduate with a traditional four-year education augmented by up to two years of Co-op experience.

A few other schools have five-year Co-op programs as a requirement in selected areas of study such as engineering, business administration or science while retaining it as a four-year option in its other programs.

Age is no factor for participation. Co-op is open to both traditional and non-traditional college students.

In most programs you will receive academic credit for your work experience and be charged comparable tuition rates. In other programs, no academic credit is awarded and, subsequently, no tuition is charged. In a few programs, a separate cooperative education fee is levied.

By its very nature, Co-op takes you on and off the campus on a regular basis. It means you have to accommodate your campus interests with your Co-op commitments.

If you participate in intercollegiate athletics, Co-op assignments can be arranged to keep you on campus during the season of your sport or arranged in nearby locations to free you for late afternoon practice sessions.

Your extra-curricular interests can be maintained if your Co-op job is located near the campus. Otherwise, campus clubs, organizations, intramurals and other activities usually are organized to accommodate the in and out nature of Co-op. Moreover, if you are a residential student, and your job assignment is close by, you can remain on campus during Co-op to stay in touch with college life.

How Do You Get Involved In Co-op Assignments?

Co-op is a partnership between you and your college, each with individual responsibilities. To determine who does what, you should ask:

- Do students have a Co-op contact on campus?
- How are the Co-op positions identified?
- Who matches the students with potential job openings?
- Can students find their own jobs?
- What assistance is provided in preparing students for job interviews?
- Is there any counseling for students before and after Co-op assignments?

Your College Identifies Co-op Opportunities; You Go After The Job

The Co-op presence on campus is largely determined by the scope and magnitude of an institution's program. In every instance, however, your participation in Co-op is coordinated and supported by your college.

Most schools organize Co-op programs under the auspices of a cooperative education department or division. Staffing consists of experienced professionals usually called coordinators; some with faculty rank, all with wide-ranging educational responsibilities.

Coordinators are the college's point persons on Co-op. They contact and commit employers to participate in the program and maintain contact to retain and expand employer participation.

The coordinator serves as your individual counselor and advisor. It is important for you to establish and maintain regular contact. It is your coordinator who identifies job openings that best match your aptitudes and interests. It is up to you to follow-up on the openings and be accepted for the position. If, by your own initiative, you wish to obtain a job on your own, prior approval should be given by your coordinator.

Your coordinator helps you develop your resume, sharpen your interviewing techniques and briefs you on what to expect and what is expected of you at work.

Once on the job, your coordinator is likely to visit you and your employer to determine how the match is working. At the conclusion of each Co-op assignment, both you and your employers prepare evaluations on how well the work went and how well you did. Once back on campus, a debriefing session usually takes place with your coordinator to assess your Co-op assignment in both educational and experiential terms.

How Do You Make The Best And Most Of Your Co-op Experience?

Depending on your program, Co-op can be flexible in the hours you spend on a job and wide-ranging in the job opportunities open to you. To learn what to expect on Co-op, you should ask:

- What fields of work are available to Co-op students?
- Where are the jobs located? Within commuting distance of home or college? In distant locations in this country and abroad?
- Are there examples of Co-op jobs available in particular fields?
- Can you change jobs and job fields or can you stay with the same employer?
- Can you switch college majors based on your Co-op experience?
- What are the things students do on Co-op?
- Is it routine or demanding? Commonplace or challenging?
- Are there earnings associated with Co-op jobs? Do you have to earn a salary to qualify for Co-op?

On the job you are considered a regular employee and are expected to comply with all the rules and regulations at your place of employment. You will find yourself readily accepted as part of the workforce and your contributions appreciated and rewarded.

Co-op is very much what you make of it. Initiative and enterprise are rewarded.

Co-op Is A Matter Of Match Between Your Interests And Job Opportunities

Co-op can place you in job situations that cover the entire spectrum of employment opportunities that the working world can offer. It is usually a matter of match.

Your work situations can be with national or international firms, local or regional companies, government offices or public interest operations. Provided positions are available, you may be able to locate near your home or college, anywhere in the country and many places in the world.

Most colleges can provide you with information on their own Co-op placements, naming the work assignment, the employer and the location. You want to be sure there is a match to be made.

Here is a sampling of the assignments that Co-op students have had to give you a flavor of what to expect:

Library Assistant in the Library of Congress in Washington, D.C.

Copy person in the editorial department of the New York Times.

Shuttle Resources Assistant for the National Aeronautical and Space Administration in Houston, Texas.

Physical Therapy aide at the Denver General Hospital in Denver, Colorado.

Assistant to the General Director of Banque Franco Portugaise in Paris, France.

Accounting Assistant for Arthur Anderson and Company in Chicago, Illinois.

Traffic Analyst for Continental Forest Industries in Augusta, Georgia.

Programmer for the Armagh Observatory in Northern Ireland.

Industrial Engineering Analyst for Tektronix in Beaverton, Oregon.

Nursing Assistant at the Johns Hopkins Hospital in Baltimore, Maryland.

Pharmacy Intern at Massachusetts General Hospital in Boston, Massachusetts.

Depending on Co-op policy at the college you attend, or on your own inclinations, you can spend all of your Co-op assignments with the same employer or stay in the same field with different employers. You can even change fields with new employers.

Co-op is a testing time. It may reinforce your career decision or alert you to change career directions. Often the timely realization you're in the wrong field means you can change majors in time to pursue different interests.

The character and quality of the work you do is dependent on the background and experience you bring to a job and the demand for the services or products provided by your employer. Indeed, over the course of your Co-op, you are likely to encounter working assignments from the commonplace to the compelling.

The salaries you earn usually are based on the marketplace demands for the career area you are pursuing. Your college major, therefore, has a bearing on your earning potential but no less so than the responsibilities you assume and the caliber of work you do.

Cooperative Education Colleges and Universities

In cooperation with the National Commission for Cooperative Education and participating colleges and universities, the Advertising Council has developed a nationwide public service campaign to educate the public about Co-op.

The campaign was created by the advertising agency of Saatchi & Saatchi DFS Compton, Inc. It will be seen in broadcast and print media across the country.

This booklet has been prepared to respond to your inquiries about Co-op. Cooperative education is offered by some 1,000 colleges and universities as a requirement or an option. To find out more about those schools and their Co-op programs, fill in and mail the attached card. We will send you a listing and location of the Co-op colleges and universities throughout the country.

To receive your free directory of Colleges and Universities offering Cooperative Education Programs, please complete and mail this form.

Name

Address

City State Zip Code

☐☐☐ ☐☐ ☐☐☐☐
Social Security Number

In order that we may better serve you, please answer the following optional questions.

The category that best describes me is:

1. ☐ Employer (1) ☐ College Student (4)
   ☐ Parent (2) ☐ Other (5)
   ☐ High School Student (3)

2. ☐ Male (1) ☐ Female (2)

3. Ethnic Group (Optional Information)
   ☐ American Indian or Alaskan Native ☐ Asian American ☐ Black (Not of Hispanic Origin)
   ☐ Hispanic ☐ White American (Not of Hispanic Origin) ☐ Other

4. Year of High School Graduation: 19 ☐☐

5. Name of High School or College Presently Attending:

   Name

   City State Zip Code

6. Estimated Class Rank in High School or College (if available):
   ☐ Top 1/5 (1) ☐ Next 1/5 (4)
   ☐ Next 1/5 (2) ☐ Bottom 1/5 (5)
   ☐ Middle 1/5 (3)

7. Housing Preference for Attendance in Higher Education:
   ☐ Commuter (1) ☐ Resident (2)

8. College Major Desired (if known):
   ☐ Agriculture (1) ☐ Engineering (7)
   ☐ Architecture & Environmental Design (2) ☐ Forestry & Conservation (8)
   ☐ Arts and Sciences (3) ☐ Health & Medical Professions (9)
   ☐ Business Administration (4) ☐ Trade & Vocational (10)
   ☐ Computer Science (5) ☐ Other (11)
   ☐ Education (6) ☐ Undecided (12)

   Specify Departmental Major Desired (if known):
   Example: Business Administration — *Accounting*

9. Type of Institution Desired (if known):
   ☐ Private - Four-Year (1) ☐ Public - Four-Year (3)
   ☐ Private - Two-Year (2) ☐ Public - Two-Year (4)

10. Name of college or colleges of your choice (if known):

11. Geographic Location Desired for College (if known):
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    ☐ Southeast (2) ☐ Northwest (4)

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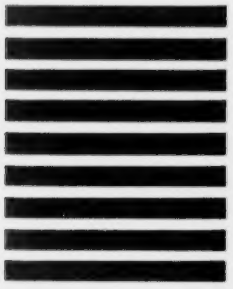

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THE WHITE HOUSE

WASHINGTON

November 13, 1985

A short time ago the National Commission for Cooperative Education was asked to provide more information to families about an eighty-year-old program that enables students to help finance their own education. The Commission, with the help of colleges, corporations, foundations and the U.S. Department of Education, turned to the Advertising Council for help. The Advertising Council, a volunteer group providing public service advertising to the media without charge, has risen to meet this need.

I want to send my thanks to everyone who has a hand in the advertising campaign to bring Cooperative Education to the attention of the American people. Your advertisements will make a big difference to our Cooperative Education programs, which means a big difference to our country and especially to young people of college age and their parents. Thus you are helping students, parents, educators and employers alike to learn about this splendid program.

The nearly 200,000 students participating in cooperative education, enrolled at more than 900 colleges and universities, can earn more than $1 billion a year in co-op wages. They not only receive an invaluable education, but actually can contribute more than $130 million in Federal taxes alone.

My Administration is providing needy parents and students assistance in obtaining a higher education. This cannot be fully achieved without you.

Americans who have worked their way through college take pride in their achievement. You are helping many more reach this goal, and helping America remain strong and vital. God bless you.

Ronald Reagan